BRIEFING GUIDELINES

INDOCTRINATION

FOR

NRSAs

Objectives

- Select the appropriate briefing for the target audience
- Prepare an informational brief
- Prepare a decision-making brief
- Discuss slide preparation
- Identify slide printing options
- Discuss delivery – the 4 Ms

The Target Audience

External: Organizations outside the Pentagon
or DOD, the local community, public service,
VIPs, conferences, etc.

Internal: Joint, OPNAV, CNO, Department,
Other N Codes

The Target Audience

External: primarily information

- high level, attractive, more media-rich, "sales"

Internal: primarily decision-making

- more detailed, concise, less media, "get to the point"

Information Brief

- What does the speaker want to convey
- Who will be in the audience
- Sensitive issues
- More graphic-intensive

Informational

- What does the speaker want to convey
- Who will be in the audience
- Sensitive issues
- More graphic-intensive

Decision-making

- What's the intended outcome
- Who will be in the audience
- Key points
- Supporting details
- Sensitive issues
- Anticipate questions
- More textual in nature

Slide Preparation - Text

- **Font - San Serif - no more than 2**
- **Size - no less than 28 pt**
- **Style - regular or bold, upper & lower case**
- **Color - strong contrast with background**

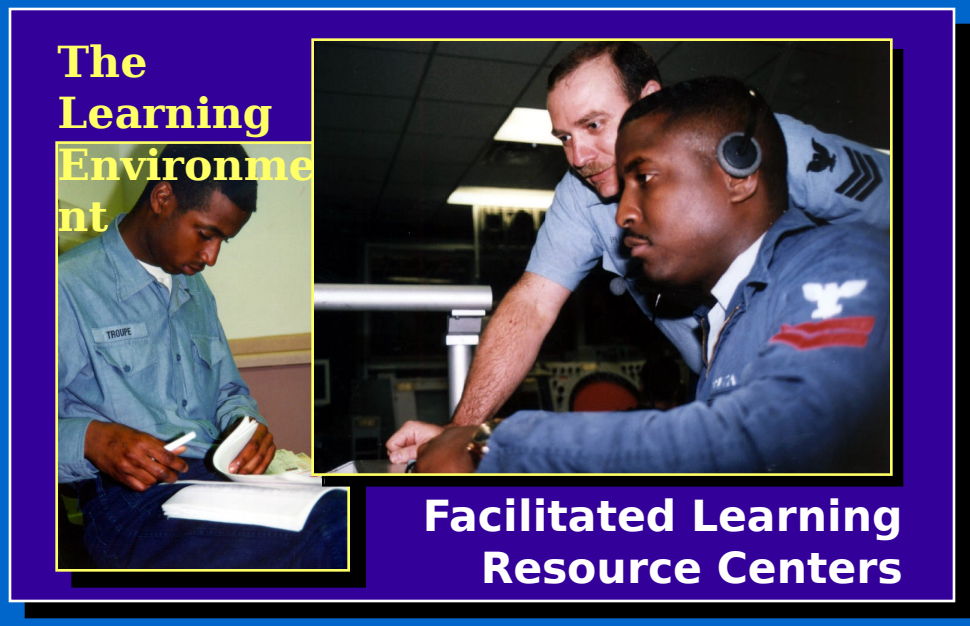
What We Are Doing Differently

- **Conducting Curriculum Analyses**
  - Learning Theories
  - Course Content
  - Students
  - Training Environment

- **Text lines - 5-7 Rule**
  - **5-7 lines**
  - **read in 12 seconds**

Slide Preparation - Visuals

- Template - Simple
- Contrasting Background & Text
- Graphics – simple, clearly defined, replaces or supports text
- Visual line
- Orientation
- Depth



Too much information

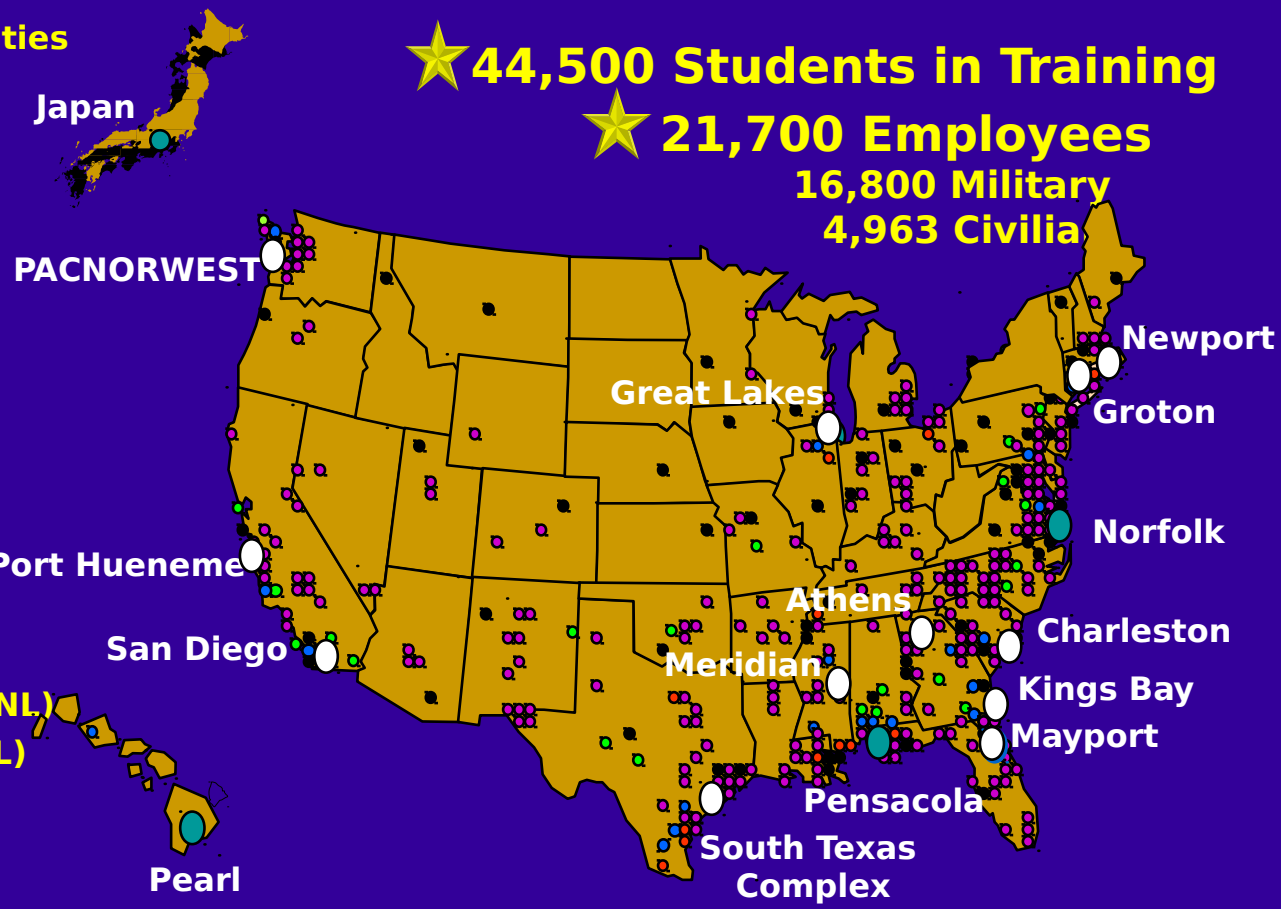
166 Total Direct Reporting Activities
28 Detachments
9 Host Commands
35 Schoolhouses
27 Overseas Remote Sites
2 Area Coordination Regions
17 Medical / Dental Commands

Programs

Recruit Training
Officer Accession
- NROTC – 57 Units (143 Schools)
- Officer Candidate School

Initial Skill Training (OFF/ENL)
Skill Progression Training (OFF/ENL)
Functional Skill Training (OFF/ENL)
Undergraduate Flight Training
Professional Development
- Leadership Training Continuum
- Navy College Program – 64 Offices

Homeport Training
Local Training Authorities – 7 Sites
Navy Learning Network

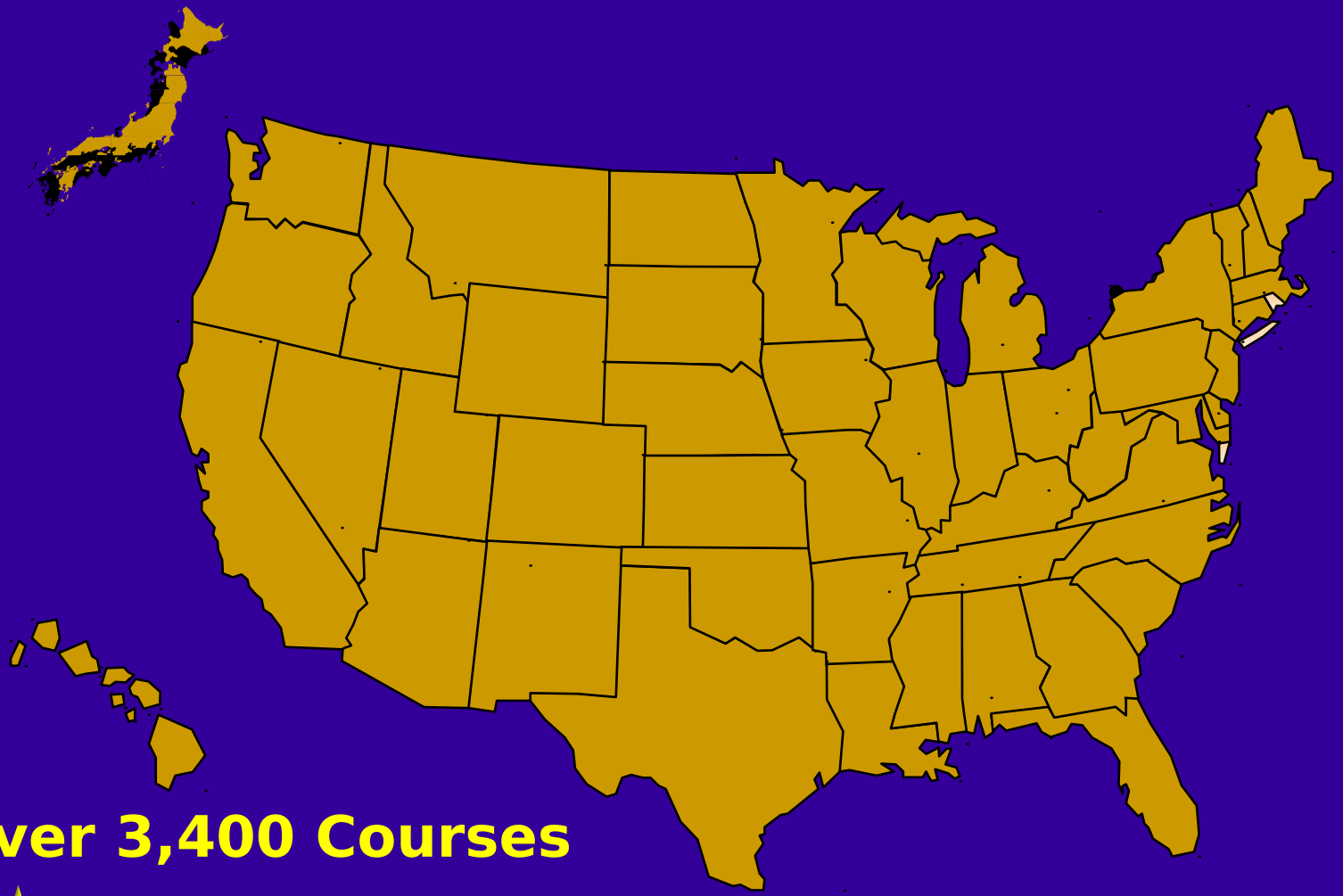


★44,500 Students in Training
★21,700 Employees
16,800 Military
4,963 Civilia

★Over 3,400 Courses

**“Every Sailor in the Navy is a CNET

Revision



- Over 3,400 Courses
- 24,500 Students in Training
  - 16,800 Military
  - 4,963 Civilian

Revision

Every Sailor in the Navy is a *CNET* Graduate

Printing Options

- Use the greyscale preview option
- Use reveal and dim text vice overlays
- Depending on the audience: one slide per page, multiples with notes
- Use the Notes feature for additional information & print the Notes pages

Delivery – The 4 Ms

Think . . .

- Mission
- Media
- Message
- Management

Mission

1. Identify your purpose
2. Establish specific objectives

- to inform
- to instruct
- to motivate
- to persuade
- a combination of any or all

Mission

1. Identify your purpose
2. Establish specific objectives

- actively stated
- direct hits
- straight line to goal

Message

3. Outline the main points

4. Anticipate questions

5. Gain attention

- use idea clusters
- subdivide for clarity

Message

3. Outline the main points

4. Anticipate questions

5. Gain attention

- prepare answers
- use hidden buttons
- practice with a devil’s advocat

Message

3. Outline the main points

4. Anticipate questions

5. Gain attention

- think of the last slide FIRST
- attention is not limited to the first slide

Media

6. KISS - keep it simple & succinct - 12 seconds
7. Use sans serif fonts

8. Write simple headlines

9. Use graphics & charts

10. Use Support material advantageously

Management

12. Self

13. Room

14. Audience

15. Time

- Angle shoulders 45°- friendl
- Square shoulders-power
- Voice & diction
- Energy, Vitality, Enthusiasm

Management

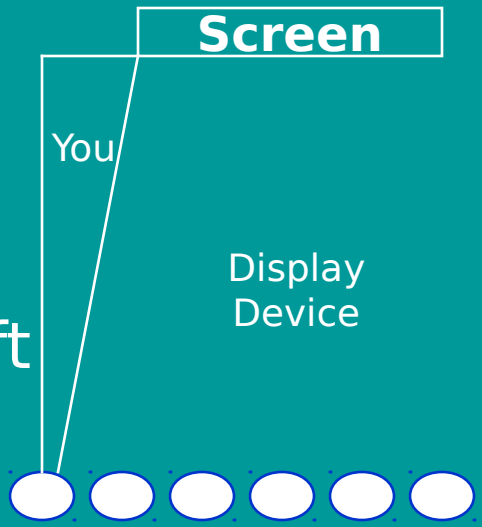
12. Self

13. Room

14. Audience

15. Time

- Build a triangle
- Stand to the left



Management

12. Self

13. Room

14. Audience

15. Time

- Establish eye contact
- Reach out
- Use silence
- Address individuals
- Get agreement
- Build coalitions before the brief

Management

12. Self

13. Room

14. Audience

15. Time

- Arrive early, stay late
- Begin promptly
- Maximum use
- Brief

Briefing Checklist

Mission

- ☑ Purpose
- ☑ Objectives

Message

- ☑ Points
- ☑ Questions
- ☑ Attention

Media

- ☑ KISS
- ☑ Font
- ☑ Headlines
- ☑ Graphics
- ☑ Support

Management

- ☑ Self
- ☑ Room
- ☑ Audience
- ☑ Time

Remember . . .

The audience

knows if you're less than prepared.

knows if you're less than convinced.

always knows!